



WTIC-TV

ORDER

Print Date 10/26/12

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Flight Dates 10/29/12-11/04/12

Contract / Revision 402510 /

Original Date / Revision
10/26/12 10/26/12

Advertiser Murphy/D/Sen/CT

Agency Media Strategies

Buying Contact

11350 Random Hills Rd.
Suite 670
Fairfax, VA 22030Primary Account Executive
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Product

CHRIS MURPHY FOR SEN

Agency Com 15%

Billing Contact

11350 Random Hills Rd.
Suite 670
Fairfax, VA 22030

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order # 06398726

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL3

Priority 01

Advertiser Ref

Order Share 15% Market Value 169333

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	40%	67733
4WVIT	15%	25400
5WTNH	30%	50800
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	43	\$21,590.00	\$25,400.00	0.00	10/29/12	11/04/12	43	\$21,590.00	\$25,400.00
Totals	43	\$21,590.00	\$25,400.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	10/29/12	11/02/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	MTWTF--	:30	5	\$275.00	01	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$275.00		0.00			
E 2	61	10/29/12	11/02/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	MTWTF--	:30	5	\$275.00	01	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$275.00		0.00			
E 3	61	10/29/12	11/02/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	MTWTF--	:30	5	\$175.00	01	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$175.00		0.00			
E 4	61	10/29/12	11/02/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	MTWTF--	:30	5	\$300.00	01	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$300.00		0.00			
E 5	61	10/29/12	11/02/12		CM	10p-11p	MTWTF--	:30	2	\$1,400.00	01	0.00	NM	2	\$2,800.00



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Contract / Revision **402510** Flight Dates **10/29/12-11/04/12**

Hiatus Dates

Original Date / Revision 10/26/12/ 10/26/12

Order Sep 00:15:00

Advertiser **Murphy/D/Sen/CT**Product **CHRIS MURPHY FOR SEN** Estimate #

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				M-F News at Ten												
				News at Ten												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	MTWTF--		2			\$1,400.00		0.00					
E 6	61	11/03/12	11/03/12	Sa 10p-11p	CM	10p-11p	-----1-	:30	1	\$900.00	01	0.00	NM	1	\$900.00	
				Sa 10p-11p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----1-		1			\$900.00		0.00					
E 7	61	10/29/12	11/02/12	M-F News at 11pm	CM	11p-1135p	MTWTF--	:30	2	\$375.00	01	0.00	NM	2	\$750.00	
				News at 11pm												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	MTWTF--		2			\$375.00		0.00					
E 8	61	10/29/12	11/02/12	M-F 1p-2p	CM	1p-2p	MTWTF--	:30	5	\$175.00	01	0.00	NM	5	\$875.00	
				M-F 1p-2p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	MTWTF--		5			\$175.00		0.00					
E 9	61	10/29/12	11/02/12	M-F 2p-3p	CM	2p-3p	MTWTF--	:30	5	\$200.00	01	0.00	NM	5	\$1,000.00	
				M-F 2p-3p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	MTWTF--		5			\$200.00		0.00					
E 10	61	11/04/12	11/04/12	Su 10p-11p	CM	10p-11p	-----1	:30	1	\$1,200.00	01	0.00	NM	1	\$1,200.00	
				Su 10p-11p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----1		1			\$1,200.00		0.00					
E 11	61	10/29/12	11/02/12	M-F 730p-8p	CM	730p-8p	MTWTF--	:30	5	\$950.00	01	0.00	NM	5	\$4,750.00	
				M-F 730p-8p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	MTWTF--		5			\$950.00		0.00					
E 12	61	10/31/12	10/31/12	Wed Prime Rotator	CM	8p-10p	--1----	:30	1	\$4,000.00	01	0.00	NM	1	\$4,000.00	
				X-Factor												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	--1----		1			\$4,000.00		0.00					
E 13	61	11/01/12	11/01/12	Thur Prime Rotator	CM	8p-1030p	---1---	:30	1	\$4,000.00	01	0.00	NM	1	\$4,000.00	
				X-Factor												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	---1---		1			\$4,000.00		0.00					
														Totals	43	\$25,400.00